



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/06 thru 06/12.

(prices in dollars per carton)

Fri. Jun 06, 2008

## SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		41.7% of 18,000 stores				39.5% of 18,000 stores				38.6% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	130	1.65	1,100	1.23	20	1.51	2,140	1.17	60	1.20	920	1.06
	White 18 pack	50	0.99	460	1.87			490	2.05			370	2.39
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	760	1.10	1,170	1.11	20	1.19	750	1.09	120	1.19	970	0.93
	White 18 pack			140	2.00			150	2.79			180	2.31
	Brown 12 pack												
REGULAR	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			560	3.75			130	4.25			1,750	2.62
	OMEGA-3												
	White 12 pack	260	2.92	1,530	2.84	290	2.78	1,460	2.78	10	2.00	1,340	2.18
	Brown 12 pack			540	2.69							370	2.28
	CAGE-FREE												
	White 12 pack			1,000	3.41			170	3.39			20	2.79
Brown 12 pack			1,930	3.10			810	2.63	20	1.99	1,690	2.08	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,810	3,570	2,620	Large Eggs on Jun-02-2008 370.4 down 12%
Specialty	5,820	2,860	5,200	
Total (includes MD)	9,720	6,470	7,820	
Special Rate 4/:	10.9%	9.5%	11.0%	

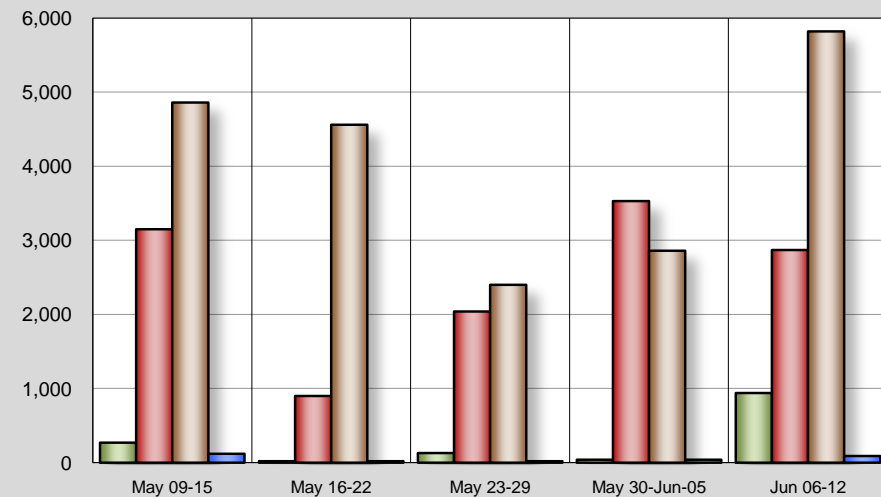
5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

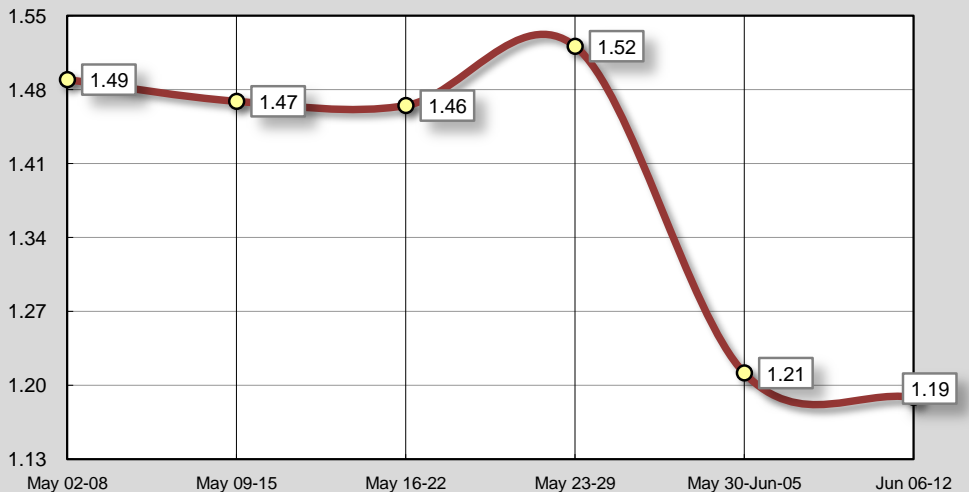
Featuring of shell eggs is up sharply as eggs, the best protein value for the dollar, are proving to be a popular promotional choice of supermarkets across the nation with the western half of the country leading the way. The average feature price of regular Large white eggs, Grade A or better, is holding about steady following the sharp drop of last week. Buy 1 get 1 free ads are prevalent in many parts of the nation with nearly 500 outlets running buy 2 get 1 free ads that are sure to move eggs into consumer's shopping carts. Specialty eggs dominate the egg sector with cage-free the most popular choice followed by Omega-3. Not to be out done, liquid egg products are enjoying increased promotion on higher average ad pricing. June may be turkey and dairy month but eggs appear to be stealing their thunder as the month begins.

## Shell Egg Promotional Activity by Category

XL LG Spclty Med



## Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		43.8% of 3,900 sampled outlets Activity Index = 2,520 (includes Medium)							13.9% of 4,900 sampled outlets Activity Index = 760 (includes Medium)							40.1% of 3,000 sampled outlets Activity Index = 1,160 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack	1.69	100	1.69	0.99 - 1.59	120	1.08				1.89	10	1.89				0.88	10	0.88			
	White 18 pack																					
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack	0.99 - 1.19	280	1.06	0.88 - 0.99	150	0.92	1.19 - 1.33	130	1.27	1.19 - 1.50	350	1.27	0.89 - 1.19	310	1.03	0.85 - 1.29	630	1.05			
	White 18 pack										2.00	130	2.00				2.00	10	2.00			
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack			1.00			30		
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack				3.69 - 3.99	170	3.79				3.99	50	3.99				2.98 - 2.99	10	2.98			
C I A L T Y	OMEGA-3																					
	White 12 pack	2.69 - 2.99	260	2.92	1.50 - 3.19	760	2.77										1.99 - 2.50	50	2.14			
	Brown 12 pack				2.50	210	2.50															
L T Y	CAGE-FREE																					
	White 12 pack																3.69	10	3.69			
	Brown 12 pack				2.00 - 3.69	470	2.77				2.99 - 3.39	90	3.19				3.69	100	3.69			
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		59.7% of 3,000 sampled outlets Activity Index = 2,380 (includes Medium)							61.4% of 2,300 sampled outlets Activity Index = 2,160 (includes Medium)							76.7% of 900 sampled outlets Activity Index = 740 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.55	380	1.07	1.50	30	1.50	0.99 - 2.00	390	1.24				0.88 - 2.00	200	1.63			
	White 18 pack	0.99	50	0.99	1.48 - 1.50	300	1.50				1.99 - 2.69	150	2.61									
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack	1.33	40	1.33	1.33	40	1.33															
	White 18 pack																					
	Brown 12 pack																					
MEDIUM		White 12 pack			0.88 - 0.96	60	0.91	White 12 pack						White 12 pack			White 12 pack					
		White 30 pack						White 30 pack						White 30 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack				4.00 - 4.29	120	4.13				2.99	130	2.99				4.29	80	4.29			
	Brown 12 pack																					
C I A L T Y	OMEGA-3																					
	White 12 pack				1.79 - 2.49	310	2.29				3.50	400	3.50				2.49	10	2.49			
	Brown 12 pack				3.00	210	3.00				2.50	120	2.50									
L T Y	CAGE-FREE																					
	White 12 pack				3.39 - 3.69	250	3.55				2.50 - 3.99	370	3.52				2.50 - 3.69	370	3.21			
	Brown 12 pack				2.19 - 3.49	620	2.73				2.50 - 4.79	570	3.75				2.50	80	2.50			

Note: See page 1 for explanatory notes.



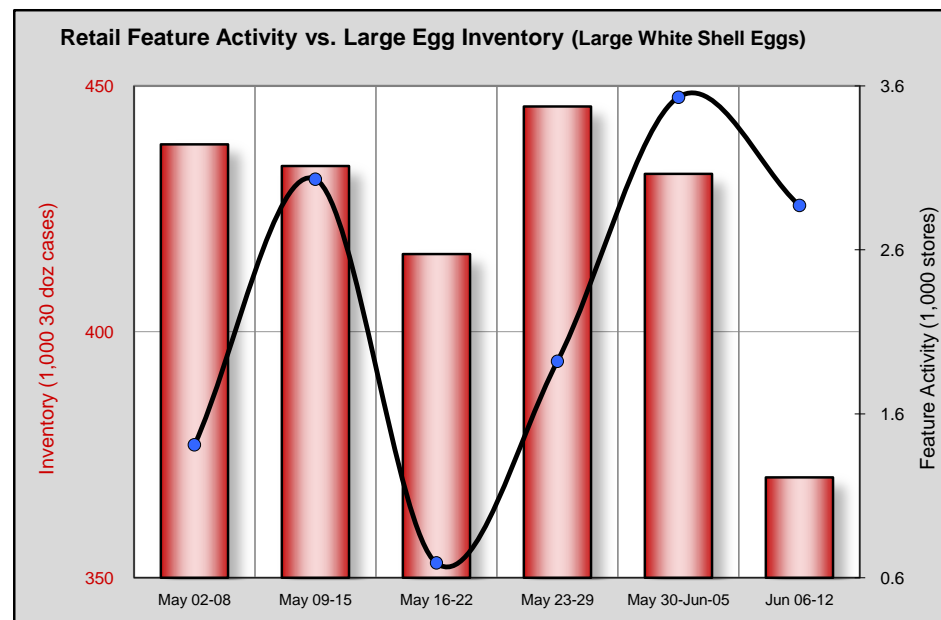
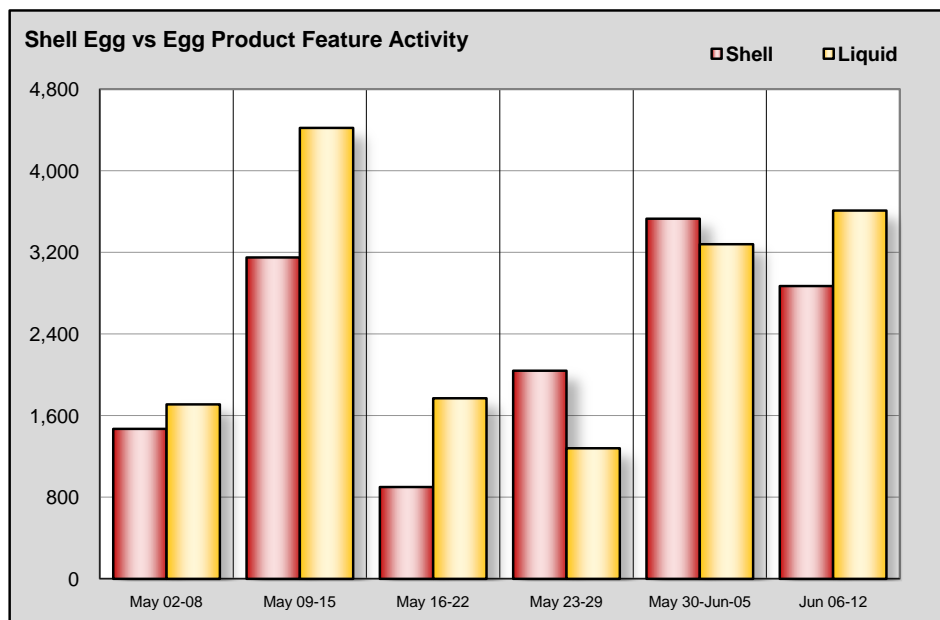
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	15.2%	14.4%	24.9%	21.2% of 3,900 sampled		12.5% of 4,900 sampled		15.8% of 3,000 sampled		20.9% of 3,000 sampled		7.7% of 2,300 sampled		1.2% of 900 sampled	
2/ Activity Index	3,610	3,280	4,240	Activity Index = 1,430		Activity Index = 610		Activity Index = 740		Activity Index = 640		Activity Index = 180		Activity Index = 10	
	Stores Avg <sup>3/</sup>	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>
14-16 oz. crtn	2,510 2.63	1,920 2.28	4,200 2.51	1.99 - 3.00	960 2.40	2.00 - 3.00	610 2.77	1.99 - 3.00	460 2.84	2.00 - 2.99	430 2.66	2.99	40 2.99	2.99	10 2.99
32 oz. crtn	370 3.64	1,040 4.18		3.50 - 3.99	210 3.52			5.99	20 5.99			3.49	140 3.49		
3 - 4 oz. cup	510 2.74	320 2.35	40 2.65	2.49 - 2.50	260 2.50			2.99 - 3.00	250 3.00						
2 - 8 oz. cup	220 2.99							3.00	10 3.00	2.99	210 2.99				



Note: See page 1 for explanatory notes.